

2010 DALLAS/FORT WORTH MEDICAL DIRECTORY

COMING IN JUNE 2010

A comprehensive directory of Dallas-Fort Worth Doctors and Dentists brought to you by the editors of *D Magazine*.

PLUS: Doctor & Dentist Profiles

Learn more about Dallas' top health care professionals.

WHY DALLAS-FORT WORTH MEDICAL DIRECTORY?

The 492,500* monthly readers of *D Magazine* have spoken: they care about leading a healthy lifestyle and being educated on issues concerning their health. To service our readers' health care needs, *D* created a special publication that serves as a comprehensive medical resource for the Dallas-Fort Worth area.

The *Dallas-Fort Worth Medical Directory* will include a detailed listing of specialty clinics, hospitals, and licensed doctors and dentists in the Dallas-Fort Worth area, including area of specialty and contact information.

This annual publication is a long-lasting medical reference.

HERE'S WHAT THE 2010 DALLAS-FORT WORTH MEDICAL DIRECTORY WILL OFFER:

A directory of local doctors and dentists:

- Doctors and dentists listed by specialty
- Contact information

Where will *D's* readers find the *Dallas-Fort Worth Medical Directory*?

- The *Dallas-Fort Worth Medical Directory* will be mailed directly to Dallas-Fort Worth homeowners ages 45+ with an annual household income of \$150,000.
- The *Dallas-Fort Worth Medical Directory* will be mailed directly to Dallas-Fort Worth homeowners ages 21-44 with our annual household income of \$125,000 and children.
- The *Dallas-Fort Worth Medical Directory* will be distributed at senior citizen centers.
- The *Dallas-Fort Worth Medical Directory* will be distributed to 2,000 professional waiting rooms in the Dallas-Fort Worth area.
- *D Magazine* subscribers residing in the Dallas-Fort Worth area.
- All physicians and dentists listed in the *Dallas-Fort Worth Medical Directory* will receive a complimentary copy.

PHYSICIANS: Please e-mail medicaldirectory@dmagazine.com to confirm your corrections or additions to the complimentary physician and dentist listings.

* SOURCE: Media Audit 2007



Don't miss out on all the opportunities to showcase your practice.

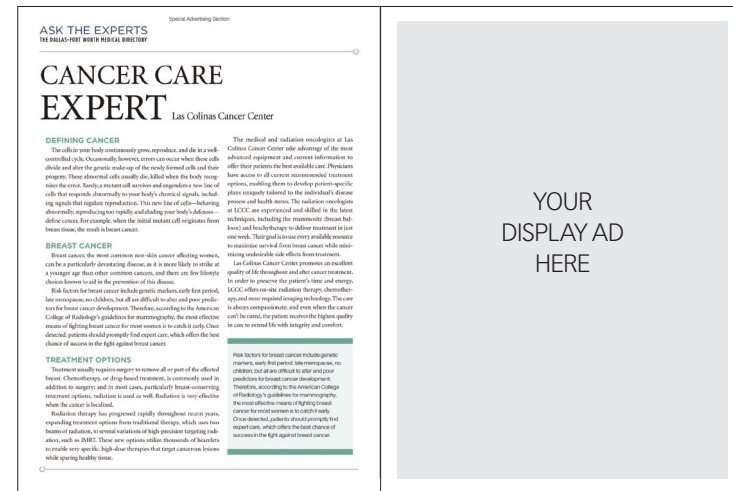
Ask the Expert

Show our readers that you are the expert in your field.

Placing your display ad in **Ask The Expert** guarantees an additional page of advertorial copy, placed across from your ad and focused on the nature of your business. You will have **exclusivity** in your area of expertise within this section and your input will guide the special sections editor with content for the advertorial page.

Sample Categories:

- Anesthesiology
- Cardiovascular
- Colon/Rectal
- Family Medicine
- Gastroenterology
- General Dentistry
- General Practice
- General Surgery
- Gynecology/Obstetrics
- Hematology/Oncology
- Internal Medicine
- Neurology/Neurosurgery
- Ophthalmology
- Orthodontics
- Orthopedic/Orthopedic Surgery
- Otolaryngology
- Pain Management
- Pediatrics
- Plastic Surgery
- Psychiatry
- Pulmonary
- Radiology
- Rheumatology
- Urology



TWO-PAGE SPREAD TOTAL WITH ADVERTORIAL

Doctor and Dentist Profiles

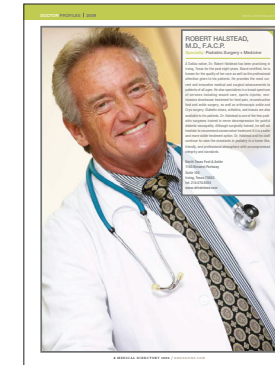
A special section within the *Dallas-Fort Worth Medical Directory*

This section is available exclusively to health care professionals.

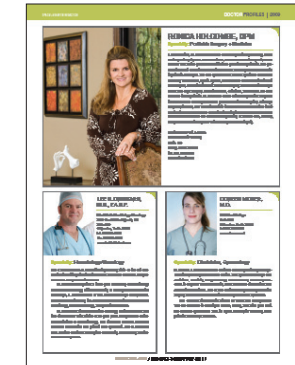
Detail your practice, your caring staff, your specialty, the latest technology you offer, awards of recognition, and more in a profile that will be created specifically for you. Each spread, full-page, or half-page profile includes professional photography and copy, as well as contact information including phone number, address, e-mail address, and web site.



TWO-PAGE SPREAD EXAMPLE



FULL-PAGE EXAMPLE



HALF-PAGE AND QUARTER-PAGE EXAMPLES

Profile Details:

- Profiles above the stated word limit will be cut. All profiles must adhere to the style guidelines of *D Magazine* and will be edited by *D Magazine*.
- Costs include quality photography session and complete design, copy creation, production, and pre-press services, except for quarter-page advertisers. Quarter-page advertisers need to supply their own picture and copy. No-show and re-take fee for photo session: \$400.
- To reserve your profile space, send in the attached contract.

Ads within the Physician and Dentist Listings

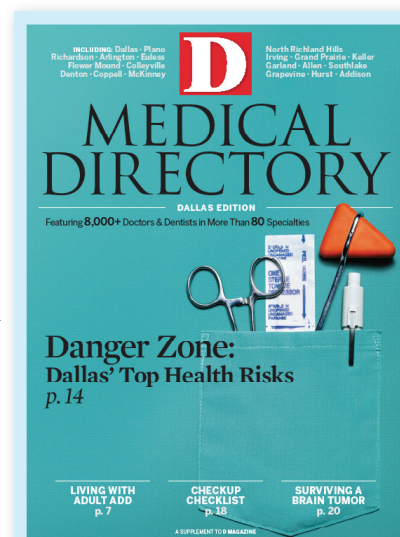
Offered on a limited basis, these ads will be strategically placed to fall close to the listings of your category, **enabling your practice to stand out among your colleagues** and *D Magazine* readers. Discounts offered to multiple ad placement clients within our Medical Directory.



Pricing:
Quarter-page ad: \$2,500 net



SAMPLE



Deadlines

Profile/Ask the Expert Space Reservation: March 29, 2010
Ad Space Reservation: April 5, 2010
Ad Materials Due: April 7, 2010



For more advertising information, contact Kym Rock, Advertising Director, at 214-540-0107 or e-mail kymr@dmagazine.com.